R J Reynolds
Tobacco Company

J. L. Merusi
KEY ACCOUNT MANAGER

27 Randall Rd.
Rochester, MA 02770
PH: 508-923-0521
FAX: 508-923-0240

March 17, 1997

Sales		Retail	
1221		1222	21,222,24
1222	5,618,9	1223	
1223		1226	23,24
1224		1209	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

TO: Boston ROU
NY Metro ROU ✓
Philadelphia ROU
Buffalo ROU
Pittsburgh ROU
Florida ROU

RE: CUMBERLAND FARMS
CID #0107-XX-XX
MARLBORO DISPLAYS / COMPETITIVE PERMANENT ADVERTISING

Ladies & Gentlemen:

Attached is a store bulletin sent to all Cumberland Farms store from Mr. Al McKay, V.P. of Marketing.

Please use this bulletin as needed to make certain our advertising and display position is not jeopardized in this chain.

Sincerely,

J. L. Merusi

JLM/see

cc: J. Piscitelli
H. Burke
S. Manos
A. Evanchick
M. Robleto
DM's
RM's

ATT.

"We work for smokers."

51850 6278

Source: https://www.industrydocuments.ucsf.edu/docs/tgby0000